

QUARTERLY REPORT FOURTH QUARTER – 2005

October 1, 2005 through December 31, 2005

VALLEY BROADCASTING COMPANY, LICENSEE OF KVBC-TV, CHANNEL 3, SERVING, LAS VEGAS, NEVADA, HAS DETERMINED THAT THE ISSUES OF CONCERN TO THE COMMUNITY SERVED BY IT ARE AS FOLLOWS:

1. GROWTH

Growth continues to be one of the top issues affecting people in our valley. **Traffic** problems related to **construction** and to the increase in cars on the road ranks as one of Southern Nevada's top concerns. Construction of new homes and the increase in **housing** prices is causing concerns for families and employment recruiters. Soaring prices for gasoline, natural gas, and power and other **utility issues** are showing an impact on our community.

2. EDUCATION

Education continues to be a concern of adults in our community. The area's growth contributes to continuing concerns of students and teachers' **safety** in our schools, **school district issues**, and **teacher quality**. People are concerned about **school activities** for programs during and after school. Financial and funding issues are a concern as well as issues brought up in individual schools and during school board meetings.

3. CRIME

Crime is always of the utmost concern in people's lives. **Safety** takes top priority for residents and tourists alike. **Alcohol** related crimes, **DUI and drug** crimes are a daily concern with the lure of a twenty-four hour party atmosphere... While **gangs and graffiti** are everyday concerns with the growing population rate. More violent crimes such as those involving **sex crimes and robbery** lead people to worry about adequate **law enforcement** protection.

4. LIFESTYLES

Within our community **health and medical** needs and issues continue to be a priority for valley residents. Living in a 24/7 allows residents and their guests to enjoy **gambling** and all other aspect of the **casinos**. **Family issues** are a valuable priority to our residents, and having a variety of **outdoor activities** encourages a shared **lifestyle**. Our community takes great interest and advocacy in protecting **animals** of all kinds.

5. MONEY ISSUES

While the **economy** is a national concern, our community continues to feel the pinch in all areas. As our city continues on its rapid growth pattern, the **cost of living**

increases, and in turn **utilities** must increase in order to keep up. **Tourism** remains strong, and helps to relieve some local business concerns over **money issues**. **Vehicle gas prices** fluctuate depending on global situations, and locals continue to deal with the high prices.

THE PROGRAMMING AND PUBLIC SERVICE ANNOUNCEMENTS PRODUCED AND AIRED BY VALLEY BROADCASTING COMPANY RESPOND TO THESE LOCAL ISSUES OF CONCERN. ILLUSTRATIVE IS THE FOLLOWING LIST OF PROGRAMMING AIRED DURING THE REPRESENTATIVE WEEKS OF: *October 17-23, 2005, November 7-13, 2005 and December 5-11, 2005.*

STORIES APPEARING ON NEWS 3 SUNRISE, NEWS 3 AT SUNRISE, NEWS 3 TODAY, NEWS 3 AT NOON, FIRST NEWS 3 AT FOUR, NEWS 3 AT FIVE, NEWS 3 AT SIX, NEWS 3 NIGHTSIDE, NEWS 3 SUNRISE, THE WEEKEND REPORT, NEWS 3 TODAY, THE WEEKEND REPORT, NEWS 3 AT FIVE, THE WEEKEND REPORT, NEWS 3 AT SIX, THE WEEKEND REPORT, AND NEWS 3 NIGHTSIDE, THE WEEKEND REPORT ARE OF A 1 MINUTE 15 SECOND/1 MINUTE 45 SECOND DURATION.

INSTRUCTIONAL PROGRAMS APPEARING ON NEWS 3 INCLUDE: (1) HEALTHLINE 3, WHICH FEATURES MEDICAL BREAKTHROUGHS, HEALTH WARNINGS, MEDICAL STUDIES, AND PREVENTATIVE CLINICS; (2) "BABY YOUR BABY" OFFERING INFORMATION ENCOURAGING WOMEN TO SEEK EARLY AND CONTINUOUS PRENATAL CARE; (3) CRIMETRACKER, WHICH FOCUSES ON THE LATEST CRIME FIGHTING TECHNIQUES AND SPECIAL PROGRAMS PROVIDED BY LOCAL POLICE FOR THE COMMUNITY AND ANY HONORS OR AWARDS GIVEN TO POLICE; (4) MAKE A WISH, A PROGRAM THAT HELPS GRANT THE WISHES OF A CHILD WITH A TERMINAL OR LIFE-THREATENING ILLNESS; (5) SAVING YOU MONEY, WHICH FOCUSES ON TIPS TO MAKE YOUR DOLLAR GO A LITTLE FURTHER AND STORIES ABOUT THE ECONOMY; (6) KIDS FIRST, WHICH PROFILES WHATS HAPPENING WITH OUR KIDS, BOTH POSITIVE AND NEGATIVE TRENDS, AND EDUCATION RELATED TOPICS; (7) WWW.KVBC.COM, OUR WEBSITE, WHICH FEATURES CRIMETRACKER, BABY YOUR BABY, MAKE-A-WISH, SAVING YOU MONEY, AND KIDS FIRST INFORMATION 24 HOURS A DAY.

ADDITIONALLY, KVBC IS A STATION AFFILIATED WITH THE NATIONAL BROADCASTING COMPANY, INC. TELEVISION NETWORK. THE STATION CARRIES REGULARLY SCHEDULED PROGRAMMING OF THAT NETWORK WHICH INCLUDES PROGRAMS WHICH RESPOND TO ISSUES OF IMPORTANCE TO THE COMMUNITY.

KVBC ALSO PERIODICALLY HOSTS A "CALL 3" PROGRAM. THIS IS A NEWS AND INFORMATIONAL-TYPE PROGRAM, WHICH IS BROADCAST ON AN AS-NEEDED BASIS, DICTATED BY EVENTS AFFECTING OUR COMMUNITY. EXPERTS, EXPERIENCED IN THE TOPIC KVBC COVERS, ANSWER ONE OF SEVEN TELEPHONES IN THE "CALL 3" ROOM AND RESPOND TO SPECIFIC AND DIRECT INQUIRIES FROM THE COMMUNITY AT LARGE. THE CALL-IN PROGRAM ITSELF IS CONDUCTED OVER A ONE TO THREE HOUR PERIOD AT THE TELEVISION STATION. KVBC DOES LIVE CUT-INS DURING "CALL 3" WHICH EITHER RUN DURING NEWSCASTS, NEWS SPECIALS AND/OR DOCUMENTARIES.

**VALLEY BROADCASTING COMPANY
ISSUES OF CONCERN RESPONSIVE TO
THE PROBLEMS, NEEDS AND INTERESTS
OF CHILDREN 16 YEARS OLD AND UNDER
IN THE SOUTHERN NEVADA AREA
FOR THE FOURTH QUARTER 2005**

October 1, 2005 through December 31, 2005

1. PEER PRESSURE

Childhood **stress** continues to be a serious issue facing our Valley's youth. The predictable peer-pressures such as **alcohol, drugs, and smoking** continue to be a source of worry for young people. **Homelife** also plays a major role in how children and teens respond to stress factors. One example is how parents and other people living in the home deal with the topic of **sex** and worries about **pregnancy** as a result.

2. SCHOOL

Students continue to view **school** as a positive, important part of their lives. They enjoy **school activities**, before, during, and after school. They are concerned about **homework**, having too much of it, getting it done, and getting it done correctly. **Friends** continue to be a positive force in students' lives as they meet and make many of their friends at school.

3. FEAR

Fears spread across the children in our community. As kids return to school they face **bullying and fighting**. **Gangs** and **violence** puts children personal safety at home, in school and in their neighborhoods at risk. Exposure to **guns** and other weapons is becoming more common for kids in our community.

4. ACTIVITIES

Our local kids enjoy a variety of **outdoor activities**; whether is be through school or **community parks and recreation organizations**. **Safety** is always a concern with any activity involving kids. While kids express **video games** as one of their favorite past times, they also say they enjoy spending time at **family events**.

VALLEY BROADCASTING COMPANY
QUARTERLY REPORT
4TH QUARTER, 2005

IN ITS CONTINUING EFFORT TO MEET THE COMMUNITY YOUTH'S NEEDS, KVBC, CHANNEL 3, BROADCASTS EDUCATIONAL AND INFORMATIVE PROGRAMMING PROVIDED FOR CHILDREN FROM NBC, THAT IS ATTACHED.